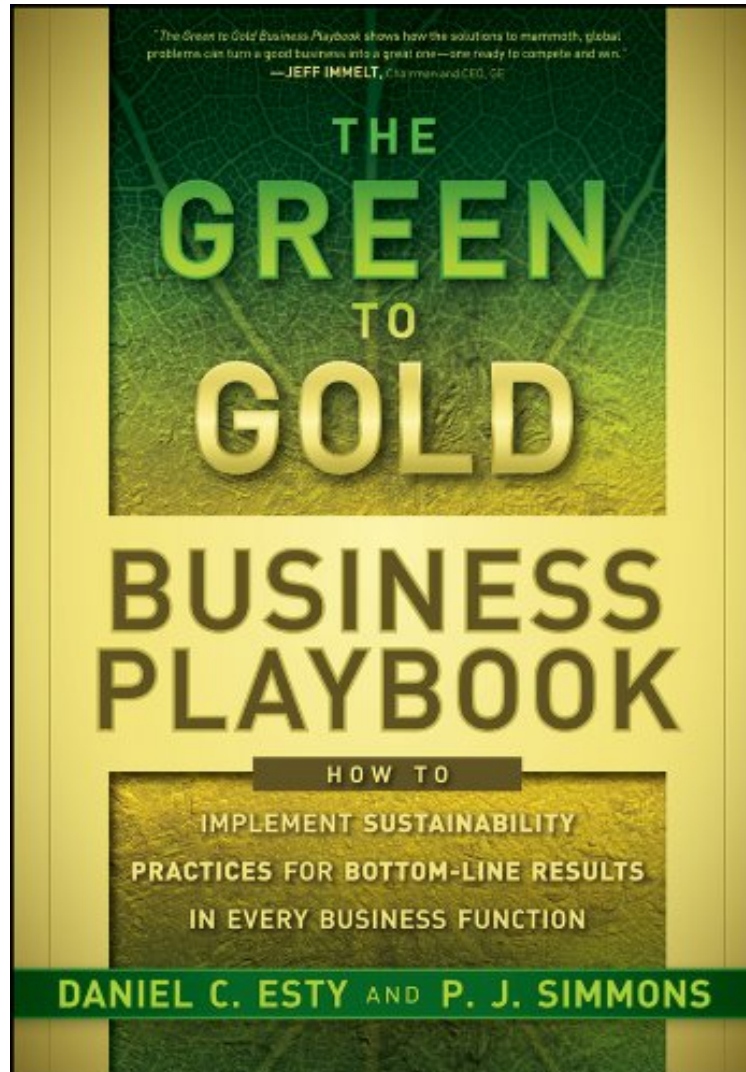


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# The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function

*Daniel C. Esty, P.J. Simmons*

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**Daniel C. Esty, P.J. Simmons : The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function:

1 of 1 people found the following review helpful. An Important Contribution By Chuck in Sedona Green to Gold

Business Playbook is an important contribution to a rapidly evolving business concept. Author Daniel Esty is a Professor at Yale and a recognized Sustainability heavyweight. Businesses seeking to embrace Sustainability find that the scope of what Sustainability involves is very broad and still emerging. Further, Sustainability is strategic, meaning that it affects organizations at a fundamental level. Consequently, Sustainability initiatives are individually designed for each organization. One size definitely does not fit all. There is a mountain of information available on Sustainability, on line and in print. Green to Gold Business Playbook has been extensively researched, such that it organizes the gist of that information in a manner that businesses can actually use to construct a Sustainability initiative. Two caveats: First, Green to Gold Business Playbook is intended for businesses in general. Specific businesses will need additional research to locate information specific to their industry and situation. Second, Green to Gold Business Playbook is a book, so its contents are limited to information available to at the time the book went to press. Of course, the book may be revised in the future as new information becomes available. Additionally, the authors provide a website, which may be helpful in the future. Bottom line: Green to Gold Business Playbook is a slam dunk for those involved with developing a Sustainability initiative. Casual readers will find Esty's earlier books more useful.

0 of 0 people found the following review helpful. Great Resource  
By Jeremy  
This book was required for class, and it is a great resource for any product stewards or business people looking to make their products more sustainable and green.

4 of 4 people found the following review helpful. Eco Business Practicum  
By Liam Gray  
This is an incredibly thorough and impeccably researched book. It moves well beyond establishing the business case for sustainability; offering brass tacks solutions. If you are already sold on the idea that a sustainability strategy will add value to your business, this book is the next step.